

**South Park Stakeholders Group – Board of Directors Meeting
Thursday, August 21, 2014, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Board Members: Robin Bieker, Bob Buente, Shelby Jordan, Richard Wu
Absent: Martha Saucedo, David Galaviz, Nate Nusbaum, Terri Toennies

Staff/Contract: Jessica Lall, Amanda Irvine, Jessica Mandelbaum, Victor Gonzalez,
Tami Kovacs

Guests: Karla Ramos, Cwennen Corral, Ryan Aubry, John Adams, Terri
Rubinroit, Brittany Kinter, Natalie Matsumoto, William Navarro

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Call to Order – Welcome & Introductions	Robin calls the meeting to order at 8:39 AM.	<i>No action taken</i>
Public Comment / Announcements	No public comments or announcements.	<i>No action taken</i>
Review and approve June 2014 Minutes	No comments.	Robin motions to approve June 2014 minutes, Shelby seconds. All in favor none opposed.
Presentation: Amacon, Simon Taylor and Robert Duke, via conference call	Robert Duke: Speaking today about the proposed Amacon tower on Hope St between 11 th and 12 th . Proposing a 28 story residential building, with 3 units of ground floor retail, 208 residential units, 260 parking stalls, and 221,000 sq. ft. in total. Site plan shows the access to the building – parking garage access on the alley and on Hope St, with loading dock off of the alley. There are three below-grade levels of parking and a loading dock. Description of levels of units: levels 5 - 25 is 8 units per floor, then fewer, larger units on highest levels. In working with the city and new requirements, the project is no longer required to have the helipad, which is still pictured in renderings. Had a number of meetings with Flower Street Lofts (FSL), the existing residential building across the alley, to make the project work for them. The green wall and setback on the alley has been put in due to their concerns. Modifications due to FSL concerns – revised to a 10 feet back from the alley, which created a 30 foot buffer between buildings; landscaped area along the alley for dogs; green wall on parking podium; lowered height of podium by one floor (roughly 9 feet) to bring more sun onto FSL; relocated emergency generator to below grade to reduce noise; dropped residential units on	<i>No action taken</i>

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	<p>through entitlements for Phase 2, where a project needs to have bike parking and handicapped parking both near the front, so looking into bike share program in order to decrease the amount of individual stalls. Perhaps credits can be given if the bikes can be shared. Trees that can't fit o site will be planted elsewhere. There is also a variance for 5% reduction in the code open space.</p> <p>Terry Rubinroit: Apartments or condos, and how many rooms? Ryan Aubry: It's a mix up of studios up to 3 bedrooms.</p> <p>Cwennen Corral: Have you gotten any interest in retail? Ryan Aubry: Yes, and we expect more. It's not really a lot of retail relatively speaking, so we don't think we'll have a problem filling it.</p> <p>Jessica Lall: Public art has public access? Ryan Aubry: Yes, you would be able to see it from the sidewalk.</p> <p>John Adams: Worked on the design, and feels good about what the street is going to look like. Once the parking structure developer nearby heard about this design, he decided to activate the ground floor as well.</p> <p>Amanda Irvine: Metro DTLA-wide Bike Share integration? Ryan Aubry: Hopefully yes down the road, but initially we may work something out with the Bloc.</p> <p>Jessica Lall: We're working with CCA on the tree and bike issues related to the DTLA area at large – some of these requirements don't make sense and we can't wait for the Community Plan/Recode to be finished to fix them.</p> <p>Cwennen Corral: We (Mack Urban) did university gateway project, so when you're meeting with the city, have them take a look at how chaotic that many bikes are in one project. There should be some better sense in these requirements.</p> <p>John Adams: Or phase in the bike parking as necessary.</p>	
<p>Presentation: LA LIVE Preferred, Natalie Matsumoto & Brittany Kinter</p>	<p>Natalie Matsumoto: At L.A. LIVE, we have a lot of huge events, which are great, but we've realized the people who live and work downtown avoid the complex because of the crowds, tourists, and expense. There are also many buildings coming and the number of people who will live here is going to increase. We looked at how many dark nights last year – 66 nights where we</p>	<p>No action taken</p>

	<p>are not super congested, no major events going on. On those nights, the restaurants can do very poorly. So we created a loyalty program for those who live and work in downtown LA. LA LIVE Preferred is a membership card, and you get points – in order to not compete with the restaurant card program, you bring your receipts to the Preferred concierge, you don't get them in the restaurant. Just for signing up, there are automatic benefits – free parking pass, \$10 off at team la store, etc. How are we driving people to come on these dark nights? On dark nights/preferred nights, its \$5 parking, special \$5 menus, and 10x the points. So those who can come, or will come, when there aren't the crowds are those we can to reward, aka the DTLAers. Website is Lalive.com/preferred. Rack up the points for rewards that are pretty special and unique to LA LIVE.</p> <p>Bob Buente: Is it only for DTLA residents? Natalie Matsumoto: No one is going to be deterred, but the only real days that you'll get decent points is to come on the dark/preferred nights. We have sent out direct mail to all of DTLA residents.</p> <p>Richard Wu: We come to L.A. LIVE purposely now, so we can earn points. Do any restaurants validate parking any more? Natalie Matsumoto: Restaurants can opt to buy validations, they all do free for lunch, but they don't all for dinner. It's a good idea to tell people though, we'll work on putting it on the website.</p> <p>Terry Rubinroit: We have to go to the concierge? Natalie Matsumoto: For the first go of this, we want to have a human interface, and you don't have to go the day you spent the money. You can bring a handful of receipts at once. Phase 2 ideally is for it to be mobile optimized, but we didn't want to spend the money if people didn't use the program. The restaurants don't want to have to train their staff and compete with this loyalty program, which is why we aren't doing it inside them.</p> <p>This Friday night is Dark Nights – 5 PM with \$5 food and drink items, \$5 parking.</p>	
<p>Secretary – Treasurer Update (Bob) 1. Financial Report</p>	<p>Plastic bags were coded incorrectly, which is why we're over in that category. We're doing OK with the budget, which has been pretty predictable.</p>	No action taken
	COMMITTEE REPORTS	
<p>SOBO, Buente 1. Streetplus Audit Update 2. Homeless / CES Project</p>	<p>1. We are doing an audit of the security team and contract to make sure everything is all working well. We've had to make some changes, and we're fixing some internal issues.</p>	No action taken

	2. Postponed to SOBO.	
DISI , Toennies/Lall 1. Branding campaign update <ul style="list-style-type: none"> a. Approval of up to \$4,000 for Packard Lofts billboard 2. Public Art Campaign update <ul style="list-style-type: none"> a. Approval of Flower St Loft Mural Design b. Approval of up to \$1,000 for first SP mural 3. South Park Green Carpet Events <ul style="list-style-type: none"> a. September 8, 4p – Choco Chicken 4. South Park Halloween Party	1. Branding campaign, thanks to Todd Howk, is in motion and is meant to attract people to look at the vacancies and to bring in businesses. <ul style="list-style-type: none"> a. Working on a promotional video, with some great people to interview. b. Packard Lofts is going to donate their billboard spaces for us to advertise. All we have to do is fund the cost to print and install the banner. Proposing using the money allocated for optimizing the Facebook page to the billboard printing and installation. 2. DoArt foundation has been working on a public art master plan for the district. Our first phase of this has been reaching out to property owners to see how we can do events, sculpture, murals, etc. A lot of groups are on board, Inc. CHMC and LACC. Carmen Zella of Do Art has gotten a mural donated by the artists on FSL, which will be installed next week, of swans. For the mural ordinance, the BID needs to vote for it. Richard Wu: How does another building sign up for this? Jessica Lall: Email me, but figuring out the money each time is complicated. Most mural artists will not do this for free. Also, we have organized it so any painting done up to 8 feet will be geometric or plain so we can paint over if graffitied.	Bob motions to allocate up to \$5,000 for billboard, Robin seconds. All in favor none opposed. Richard motions to allocate \$1,000 for mural painting supplies, Bob seconds. All in favor none opposed. Bob motions to approve the mural design, Shelby seconds. All in favor, none opposed.
Executive Committee, Bieker/Lall	No updates.	No action taken
Vacant Space / Retail Attraction Plan Update, Mandelbaum	Focus has been on current vacancies, understanding retailers concerns, and how we're achieving results. Tenants are looking at existing buildings, as well as those coming soon. Printed materials and the website have been useful, and now incoming developments are on the website as well. Branding campaign is a big part of the buzz as well. Collaboration is huge – Mandel can tell the story of South Park and why it's the place to be in DTLA, while brokers can sell their individual spaces. Formulated a sales funnel – cold calls, stop ins, appointments, which would lead to meet with owner or broker. Getting ownership buy-in in the neighborhood that was previously not there. New businesses inc. the Briks, Rapid Cycle, and a dance studio is coming soon.	No action taken

Executive Director Report, Lall 1. SB 743 – Recommended action to submit letter in opposition 2. TFAR Policy Update 3. Community Plan update 	1. Working on community plan and TFAR updates with committees formed at CCA. 2. CEQA reform – we have taken stances on policy reform in the past, and we’re interested in being involved with this. CEQA has good intensions but has been used to regulate design. Gerry Brown’s office has put forward an idea to expand CEQA, and something that is more in line with streamlining would be a better update. Comment period ends Oct. 11, suggest that the Board opposes this – i.e. this as is does not meet the goals as intended.	Robin motions to formally opposed this version of reform, and submit a letter in similar prose to CCA’s letter on the topic, pending final approval from Exec Comm. Bob seconds. All in favor yes none opposed.
Director Planning & Communication Update, Irvine 1. Parklet Discussion	One of the Spring Street parklets had a car run through it – drunk driver late at night. Would like to get feedback on what to do here for ours. Historic Core BID took out an extra insurance policy, and the BID has liability for the parklet through MOU with LADOT, and now the BID is being asked to pay to rebuild it. The people who were hurt have 2 years to sue the BID. We’re concerned about the existing designs that we have to use, and about the liability. Perhaps LADOT and BID could be liable? Further investigation is necessary on liability and design.	No action taken
Updates 1. August 22 nd - LA LIVE Dark Nights 2. Board nomination period, September 12, 2014	Join us at the L.A. LIVE Dark Nights this Friday from 5 PM to late night, special deals. Board nomination period is through September 12, so let all property owners know they can nominate a stakeholder.	No action taken
Next Meeting	August 21, 2014 8:30am	

Adjourned at 10:17 AM

NEXT STEPS:

- **Staff will:**
 - Keep up with the Metropolis and Amacon projects.
 - Continue to promote L.A. LIVE Preferred program.
 - Move forward with Flower Street Lofts mural.
 - Move forward with Packard Lofts billboards.
 - Continue to work on retail attraction.
 - Work to implement a safer parklet program.
 - Draft a letter on the CEQA reform, and submit to the **Executive Committee**.

Minutes taken by Amanda Irvine, revised by Jessica Lall.